



# University of the Virgin Islands

## Certificate in Customer Service Excellence

Why do customers take their business elsewhere? Some move away. Some change because they are not satisfied with the product. Some go for competitive reasons. But the majority of customers take their business elsewhere because of an indifferent attitude toward them by the agency, manager, or frontline employee. Most of the time, these customers don't complain. They just don't come back.

These courses are designed to train individuals to provide quality customer service that will help your agency make the difference between achieving business goals and barely surviving. Frontline employees are the keys to successful businesses and it is crucial that they are trained to interact effectively with customers.

### CUSTOMER SERVICE ESSENTIALS

#### Customer Service Essentials:

- A. Importance of prompt responses, honesty, and integrity
- B. Ensuring that the customer's requirements are met to successful completion
- C. Clear hand-off procedures
- D. Factors that influence a customer's perception of service
- E. Barriers to Service Excellence
- F. Customer-Driven Service
- G. The power to keep customers coming back
- H. Internal vs. External Customers
- I. Measuring Service

- ☒ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average
- ☐ Poor

Customer Service Essentials  
Nov. 18—22, 2013 MWF 9am-4pm \$300



Resolving Customer Dilemmas  
Dec. 2-6, 2013 MWF 9am-4pm \$300



Delivering Effective Phone Support  
Jan. 20-24, 2014 MWF 9am-4pm \$300



Communication: Choosing the Best Script  
Feb. 24-28, 2013 MWF 9am-4pm \$300

# U V I C E L L

To register, call 693-1100 or visit  
<http://cell.uvi.edu>. Space is limited so reserve your space today.



# Certificate in Customer Service Excellence

## Resolving Customer Dilemmas

- A. Tactics for working with difficult customers
- B. How to turn complaints into opportunities
- C. Problem Solving and Decision Making
- D. Enlisting support and identifying resources
- E. Characteristics of Effective Listening and Handling Difficult Customer Situations:

Empathy

Patience

Caring

Responsiveness

Sincerity

Open-Mindedness

## COMMUNICATION—CHOOSING THE BEST SCRIPT

### Communication—Choosing the Best Script:

- A. Role of appearance and body language
- B. Professional greeting and manner that conveys respect and caring
- C. Role of voice and tone in communication success
- D. Effective Interpersonal Communication

Individual courses can be taken for \$300 or participants may elect to complete all 4 courses to obtain a Certificate in Customer Service Excellence for \$1100 (a savings of \$100).

## Delivering Effective Phone Support:

- A. Active Listening
- B. Verbal Presentation
- C. Paraphrasing to ensure understanding
- D. Telephone etiquette
- E. Avoid negativity and stress positivity
- F. Staying in control by keeping cool, calm, and collected



### Upon completion, students will be able to:

- Understand the customer's point of view
- Increase communication skills
- Create a positive, lasting impression on customers
- Make a real impact on guests' experiences
- Efficiently handle phone stress and stressful calls
- And more!!